

# Multi-Modal Transportation Plan Study: Working Scope of Services

The following describes the services that will be provided by the SRF Consulting Group and their subcontractors:

## **Phase 1: Study Management and Organization**

**1.1 Meet with Project Manager.** Meet with the City's project manager to agree on the procedures and practices that will help ensure clear communications, sound public participation, and effective management of the budget and schedule.

**1.2 Meet with the Community Planning Committee.** Confer with the Community Planning Committee during their second meeting to become acquainted and to review the "charge to the committee," the draft community involvement plan, the work project, the schedule and the project budget. Solicit ideas for the successful management of the project. Discuss all assumptions, preconceptions and departmental needs or desires related to this project.

Hold these meetings during the trip to Lincoln conducted for Task 2.0. The City will have held the initial meeting of the Committee prior to Task 1.2.

## **Phase 2: Data and Information Base**

The purpose of this phase will be to gather relevant background information concerning travel, mobility, accessibility and transportation systems in the greater Lincoln area. This includes the relationship of these issues to land use and development planning.

**2.1 Demographic Profile.** Summarize forecasted changes in population and households, using the Comprehensive Plan and the 2000 Census. Key Census variables may include age, income, number of households with incomes below poverty level, number of children, number of married households, number of women employed, and number of students. One of the outcomes will be to gain a sense of the transit-dependent populations by general location and the populations that could be converted to alternative modes. City staff will generate most of the data tables and graphics for this task.

**2.2 Travel Behavior, Needs and Perceptions.** Gather data regarding the community's present travel behavior, needs, desires and perceptions. Produce a valid information base for determining current travel characteristics across a range of user populations and capture the community perceptions concerning present and future transportation issues (e.g., levels of service, service demands, factors affecting potential shifts in mode use) and multi-modal opportunities. This data will be gathered through the 2000 Census, the Census Transportation Planning Package, other locally-available studies and reports, and a telephone-based public survey to be completed in Task 2.3.

- 2.3 Public Opinion Survey.** SRF Consulting Group will work with subconsultant Sigma Research, Inc., to design, administer, tabulate and analyze a survey of local attitudes and practices about using travel modes other than the single-occupant automobile. Stratify the results by age, income, gender, occupation and location. Begin with a sample of 600 to 800 randomly-dialed households in Lincoln and Lancaster County. (The geographic area in which to sample will be determined in consultation with Sigma Research and the City.) Screen the broad sample to a subgroup based on questions that determine the respondent's ability to change travel modes away from the single-occupant automobile. Use the information from the subsample to help craft locally feasible options for increasing use of transit, bicycling and walking.

Include any relevant data or conclusions from the prior transportation or land development surveys by Sigma Research that were conducted for the City.

- 2.4 Existing Transportation Services.** Gather information about the Lincoln area's current transportation services. Include "measurable data" defining the breadth of transportation services available today. This may include information regarding automobile use, inter-city transit, other public transportation, paratransit, special needs service providers, walking, bicycling, downtown parking, and the activities of the Nebraska Transit and Rail Advisory Council.

SRF will submit a list of desired types of information or studies and the City will provide what it can and offer anything of note that we did not request.

Briefly summarize the historic evolution of transportation and land use in Lincoln with the aim of drawing some insight about today's situation.

- 2.5 Land Use and Development.** Using the Comprehensive Plan and other easily available sources, summarize the current and proposed patterns of land use in and around Lincoln, zoning, design standards or guidelines, and the growth management and staging plan.
- 2.6 Comprehensive Plan and Long-Range Transportation Plan.** Review these two recently-adopted plans to become aware of their policies and many recommendations for improvements and subsequent studies.
- 2.7 Peer City Analysis.** Work with City staff to select a group of similar cities to use for travel behavior and transit performance comparisons. Agree on the set of analysis measures to use in the comparisons. Look to establish the relative position of Lincoln among this group of cities and identify emerging trends and opportunities.
- 2.8 Key-Person Interviews.** Meet with individuals who may have special knowledge or opinions about multi-modal transportation in Lincoln. These may include City or County staff, StarTran staff, representatives of the Nebraska Department of Roads,

proponents of alternative transportation modes and others as directed by the City's project manager.

Meet also with representatives of ethnic or racial minority groups or social service providers, who will be identified by City staff.

Provide a list of questions that City staff could use to conduct additional interviews in the absence of SRF team members.

- 2.9 Open House.** The City staff may conduct a public "open house" event to solicit early opinions about the transit, bicycling, walking and other possible alternative systems in Lincoln. SRF staff will help prepare materials for the event but would not participate in this meeting.

### **Phase 3: Major Themes**

- 3.1 Synthesis and Summary.** Synthesize the key trends and factors influencing the potential use of alternative travel modes in Lincoln. Describe the issues to be addressed in the study. (Issues are questions to be discussed, debated and resolved during the course of the study.) Address these factors:

- Travel behavior and user perceptions
- Transportation service
- Land use and development patterns
- Institutional relationships
- Funding and staffing
- Policies and standards

Prepare and send a draft report to the City's Project Manager for his review and distribution to the Management Team and the Planning Committee. Mapping will be done with software compatible with that of the City. The City will supply to SRF a digital base map of street centerlines. Text will be provided to the City in either Microsoft Word format (which the City can read and save in Corel WordPerfect format.)

- 3.2 Review Major Themes Report.** Meet with the Management Team and the Planning Committee to review the draft Multi-Modal Transportation Themes report. Revise the report in coordination with the City's project manager.

### **Phase 4: Modal Options and Public Policy**

Assess a range of potentially viable alternative transportation modes and service levels. Evaluate policies needed to support their use and long-term feasibility.

**4.1 Evaluation Methods.** Define how modal and policy options will be weighed and selected. Base this methodology on the Comprehensive Plan and the Long-Range Transportation Plan (LRTP).

**4.2 Modal Options.** Identify and judge the relative merits of various modes of transportation in Lincoln. These modes may include:

- Various forms of public transit
- Paratransit
- Walking
- Bicycling
- Carpooling, vanpooling, high-occupancy vehicle lanes
- Intelligent transportation systems
- Park-and-ride
- Light rail transit
- Service coordination
- Commuter and special events intercity rail service
- Enhancements or modifications to existing public transit services

Prepare a short description and evaluation of each option relative to its use in Lincoln. Describe how each mode could be used by various market groups, including the transit-dependent and the transit-choice. Vary the depth of the descriptions according to their perceived realistic application in Lincoln and the project budget.

**4.3 Planning and Public Policy Options.** Recommend policies that could influence the use of transportation alternatives, especially land use as it may affect travel mode choices. These may include:

- Transit service or route changes
- Transit pricing
- New transit services
- Zoning amendments
- Redevelopment
- Design standards or guidelines
- Parking
- Growth staging
- Residential density
- Commercial density
- Employment density
- Transit-oriented development
- Mixed-use development
- Multi-use development
- Site planning requirements
- Major employment nodes
- Local street interconnectivity

- Sidewalk or pedestrian standards or requirements
- Bicycle requirements or standards
- Travel management associations

Also evaluate institutional opportunities for enhancing multi-modal travel or the effectiveness of service delivery.

- 4.4 Test Policy Options.** Working with Sigma Research, conduct two or three focus groups to explore residents' attitudes about the various policy options. Generally, identify focus group participants during the telephone survey conducted under Task 2.3, Public Opinion Survey. Prepare a summary report.
- 4.5 Review Draft Policies.** Review draft policies and the results of the focus group work with the Management Team and the Planning Committee. Revise policies in consultation with the City's project manager.

In conjunction with the City's project manager, meet with local proponents of alternative approaches to transportation and community design to review the draft policies and their rationale.

## **Phase 5: Plan and Implementation Program**

- 5.1 Draft Multi-Modal Transportation Plan.** Integrate text and maps from the previous Phases into a draft plan. Address transit, bicycling, walking and other modes as appropriate. Include other features that would contribute to increased use of alternative transportation such as funding, alternative management structures, planning and development policies and other features as approved in prior Phases of the study. Include a summary chapter, table of contents, cover art, etc.
- 5.2 Implementation Program.** Describe the major actions needed to carry out the draft plan, the group(s) responsible for each, the relative priority, realistic funding alternatives and relationships to other implementation actions.

Recommend a means of evaluating the success of the program such as transit ridership, bicycle traffic, or changes in community design and development.

- 5.3 Draft Plan Review.** Provide an original of the draft plan for reproduction by the client. Provide digital versions of the text and graphics for posting on the City's Web site. Meet with the Management Team and the Planning Committee to review the draft plan and record comments.
- 5.4 Public Review.** After reviewing and revising the draft plan with the Management Team and the Planning Committee, facilitate a meeting with interested members of the public. Conduct an "open house" style review in which maps and words boards are used to present the background and the recommendations while members of the City staff and consulting team answer questions and take comments. During that

same event, present the background and recommendations using a PowerPoint show. Provide comment sheets and other means of recording comments and ideas.

- 5.5 Plan Revisions.** Revise the draft plan based on public comments received at the “open house” event.

## **Phase 6: Plan Adoption**

- 6.1 PowerPoint Summary.** Prepare a summary of the plan and the process for use by the consulting team and the City staff.
- 6.2 Reviews with Elected and Appointed Officials.** Present the draft plan to the City-County Planning Commission and record comments and answer questions. It is requested that the City’s project manager lead reviews with any other groups. The SRF project team will lead or participate in additional reviews on a per-meeting cost basis.
- 6.3 Final Plan.** Revise the draft plan in coordination with the City’s project manager to reflect directives from the elected and appointed officials. Provide one original final paper copy and a digital copy for use by the client.

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